



Action Plan

Category # 1 Flood and Sewer Line Backup Insurance

Action 1.6 Action Title – Outreach Program

Overview and Implementation Strategy:

Individuals, groups and communities should be made aware of the myriad of insurance programs that help DC residents control or mitigate potential flood related hazards. DISB’s internal flood task force has identified the following seven steps in our outreach implementation strategy:

- Step 1: Define the goals and objectives of the plan
- Step 2: Identify the target market(s)
- Step 3: Create a targeted message and printed materials
- Step 4: Determine the channels and areas for distribution
- Step 5: Distribute materials and message
- Step 6: Evaluate the effectiveness of the plan

In addition to the steps involved in implementation, we identified five goals:

Goal #1 - Increase an awareness of flood issues and provide information on available insurance options, programs and services.

Goal #2 - Increase the number of flood policies issued by private insurers.
Increase the number of water damage related endorsements.
Increase the number of insureds in flood insurance and alternative risk financing/sharing programs.

Goal #3 - Collaborate with other agencies, stakeholders and interested parties to further research efforts; promote information and educational material that assists the community in understanding the benefits of flood insurance programs and how their involvement in the programs can increase sustainability; reduce premiums and future economic loss.

Goal #4 - Implement or assist in the implementation of more flood insurance and alternative risk financing/sharing programs.

Goal #5 - Establish criteria to determine effectiveness. Conduct quantitative and qualitative studies. Produce report.

Impacted City Ward/ANC:

- All Wards

Lead Agency:

- DISB

Supporting Agencies, Roles/Commitments:

- DISB – Establish Outreach Program and Implementation Strategy
- Stakeholders – TBD



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- Flood Task Force – Agency – Assists in the development, promotion and dissemination of information and materials

Background:

Impact of this Effort on Task Force Goal:

- Reduce the number of residents who are uninsured and impacted by flood and surface water damage.
- Reduce cost and impact of flood damage through education, preparation and protective measures.
- Consider all sources of floodwaters and initiate pro-active and responsive actions to reduce the impact of flooding on communities.

Historical Context:

- How did we arrive at this particular situation?
Flood Task Force and Internal Task Force discussions, research and analysis
- What are options to alleviate flooding impacts?
Develop effective programs that provide more options to address flood hazards and implement effective outreach strategies to inform and educate the community.

Equity

How does this action assist vulnerable communities? – Details in attachment.

- Promotes education on insurance and alternative financing information on services and/or products to all communities with special emphasis on vulnerable communities and targeted residents.
- Promotes the cost saving benefits of exercising mitigation techniques to all communities with special emphasis on targeted and vulnerable communities.
- Promotes sustainability and resiliency to all communities with special emphasis on targeted and vulnerable communities.
- Promotes engagement and community action to reduce flood risk and improve resiliency.
- Promotes the idea that the community and government agencies are working in concert to create a more resilient environment especially in areas of the city that need more assistance and resources.



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Timeline:

Fiscal Year	Responsible Agency	Action
2022	DISB et al	Development of Flood Week Outreach Strategy
2023	DISB EOM et al	Implementation and Promotion of Flood Week “ “
2024	DISB TBD	Promotion and Dissemination of Information on Insurance and Alternative Flood Coverage Options
2025	DISB TBD	Promotion and Dissemination of Information on Insurance and Alternative Flood Coverage Options
2026	DISB	Promotion and Dissemination of Information on Insurance and Alternative Flood Coverage Options
2027	DISB	Promotion and Dissemination of Information on Insurance and alternative Flood Coverage Options

Budget:

Total Estimated Cost: Estimated cost = ~\$4,000 per year

Cost Breakdown by Phase / Action:

- Year 22 – 23 - TBD
- Year 24 – 27 - TBD

Long Term Budget Requirements: Outreach activity will require funding each year.

Fiscal Year	Responsible Agency	Funding Source	Amount to be Requested	Description
2022 - 23	DISB	Budget	~\$4,000	Outreach materials
2024 - 27	DISB	Budget	~\$8,000	Outreach material

Public Outreach and Input :



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Public outreach & engagement approach/actions: List outreach undertaken in support of this Action Plan Category. Public Feedback in attachment.

- Flood Week Promotion, Website Posting and Library Handouts – June 2022

What were the Public Comments of relevance to this Action?

- None